

TAR UMT INTERNATIONAL RESEARCHER AND STUDENT CONFERENCE
(IRSC) 2023

THEME: SUSTAINABILITY IN THE NEW ECONOMY

9 August to 12 August 2023

Organised by: TAR UMT

Co-host:	Country:
1.Can Tho University	Vietnam
2. UNTAR	Indonesia
3. The University of Danang	Vietnam
4. Petra Christian University	Indonesia
5. Esa Unggul University	Indonesia
6. Widya Mandala	Surabaya
7. Duta Wacana University	Indonesia
8. Heriot Watt University	Malaysia

Venue: TAR UMT Main Hall

ABOUT THE CONFERENCE

The IRSC 2023 is a dual conference, consisting of concurrent sessions for researchers and students respectively. It aims to be a platform for participants to interact, share research findings as well as explore common values and themes pertinent to the current economic climate, such as diversity, inclusivity, digital transformation and sustainability, with the goals of building research networks and fostering collaborative relationships.

OBJECTIVE OF THE CONFERENCE

- To enable researchers and students to keep abreast of research frontiers and latest business trends.
- To provide a networking platform for researchers, students and industry players.
- To develop an international platform for researchers and students to promote sharing of research ideas and best practices.
- To provide researchers and students with a multi-cultural experience through interaction with peers of various nationalities and cultural backgrounds.

SUB-THEMES

- Economics
- Accounting
- Marketing
- Finance
- Management
- Law

- Business

KEYNOTE SPEAKERS

1. Andrew Lim (Portfolio Head, ACCA Maritime Southeast Asia)

Andrew is an accomplished professional with a proven track record in leading ACCA markets and driving strategic initiatives. As the Portfolio Head for Malaysia, Indonesia, Philippines and Brunei, Andrew focuses on critical areas of strategic importance and relationships, leveraging borderless ways of working, digital-first, and repeatable and scalable innovation. He plays a pivotal role in fostering sustainable growth for ACCA in the Maritime Southeast Asia region by establishing strong partnerships with regulators, government bodies and education institutions.

With over 25 years of comprehensive experience in the education sector and expertise in strategic planning and business development, marketing and product innovation, Andrew manages and collaborates with stakeholders in ensuring ACCA's long-term sustainability in the region.

2. Prof Dr Hooy Chee Wooi (University Sains Malaysia)

Hooy Chee Wooi, is a Professor at the School of Management, Universiti Sains Malaysia. He was born in Georgetown, Penang and has completed his secondary education in Chung Ling High School. He joined USM after obtaining his PhD from the University of Malaya in 2008. His research interest is in international finance, financial economics, and corporate governance. He has published in numerous ISI journals including Emerging Market Review, International Finance, Pacific Basin Finance Journal, The British Accounting Review, and The North America Journal of Economics and Finance. He has served as visiting scholar in the United States, Australia, Hong Kong, South Korea, Japan, and Taiwan, and is currently Vice President of the Malaysian Finance Association.

3. Dr. Mohamad Norjayadi B. Tamam

(Director of Director Delivery Management Office, Productivity Growth Department, Malaysian Productivity Corporation)

Dr. Mohamad Norjayadi B. Tamam is a trained advisor specifically in the area of Productivity & Quality (P&Q) enhancement programme through technology and automation. His current responsibilities is to ensure the successful implementation of the Malaysia Productivity Blueprint (MPB) by coordinating, monitoring and evaluating implementation of productivity strategies by both public and private sector players. At the Delivery Management Office (DMO), he work closely with the 11 Productivity Nexus to spearhead the productivity roles to propel Malaysia to become an advanced economy and inclusive nation. Together with DMO's dedicated team and the 11 Productivity Nexus, he

contributes to the success implementation of initiatives related to encourage adoption of digital technology among businesses. He played a key role in the implementation of initiatives such as Business Virtual Advisory Services (BVAS), MyReskill Industrial Internet of Things and Productivity Improvement Programme to encourage adoption of digital technology among the businesses.

IMPORTANT DATES

Details	Date
Paper Submission	30 April 2023 15 May 2023
Paper Acceptance Notification	15 May 2023 22 May 2023
Registration Deadline	1 June 2023

CONFERENCE FEES

Local and International Researchers

Present research findings, no paper submission	Partner University only (FOC)
Present research findings with full paper submission	Local: RM1,038.80 International: USD265
Conference attendee	Local: RM530 International: USD125

AGENDA DAY 1 (10/8/23)

Time	Activities
OPENING	
9:00am-9:30am	Arrival of delegates
9:30am-9:50am	Welcome speech by TAR UMT President *(Concurrent with students opening ceremony)
Session 1	

10:00am- 12:30pm	PROPOSED KEYNOTE SPEAKERS: 1. Prof Dr Daniel Meyer (South Africa) – UJ South Africa 2. Prof Dr Hooy Chee Wooi (Malaysia) – USM 3. Dr. Halimahton Sa’ diah Let (Malaysia) – Director of Productivity Development and Competitiveness, Malaysia Productivity Corporation
Lunch Break	
Session 2	Parallel session
2:00pm -5:00pm	Presenters 1-5 (Each presenter 30 minutes)
6.00pm onwards	Cultural Night and Gala Dinner

DAY 2 (11/8/23)

Time	Activities
9:00am-9:30am	Arrival of delegates
Session 1	Parallel session
9:30am -12:00noon	Presenters 1-5 (Each presenter 30 minutes)
Lunch Break	
Session 2	Parallel session
2:30pm -5:00pm	Presenters 1-5 (Each presenter 30 minutes)
End of the day	

PROCEEDINGS & PUBLICATIONS

*All accepted papers will be published in proceeding with E-ISBN

*Selected papers will be published in:

1. International Journal of Economics and Management
2. Tra Vinh University Journal of Science
3. Advances in Pacific Basin Business, Economics and Finance

SUBMISSION GUIDELINE

- The full paper should be submitted to irsc2023@tarc.edu.my.
- Each paper must be original and unpublished work, not been submitted for publication somewhere.
- Prospective authors are invited to submit full paper in the form of MS.
- Please refer to the [submission template](#).

If you have any enquiries, please contact irsc2023@tarc.edu.my